

**The Better Business Bureau
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FTC, Better Business Bureau and City Bar Sponsor Advertising Law Workshop in NYC:

“Green Lights and Red Flags: FTC/BBB Rules of the Road for Advertisers”

New York, NY— On Tuesday, April 30th, the Federal Trade Commission and its Northeast Regional Office, the Better Business Bureau Serving Metropolitan New York, and the Consumer Affairs Committee of the Association of the Bar of the City of New York will host a one-day back-to-basics workshop about complying with truth-in-advertising laws: *Green Lights and Red Flags: FTC/BBB Rules of the Road for Advertisers*. An impressive roster of New York and Washington attorneys will help marketing executives, business owners, law firm generalists, in-house counsel and government employees get up to speed on the latest developments in advertising. This event will give participants a chance to have their questions directly addressed.

Green Lights and Red Flags will run from 8:30 a.m. to 5:00 p.m. at the Meeting Hall of the Association of the Bar of the City of New York, 42 West 44th Street in New York City.

The special guest speaker will be FTC Commissioner Mozelle Thompson. Welcoming remarks will be delivered by Barbara Anthony, Director of the Federal Trade Commission's Northeast Region; Ronna Brown, President of the Better Business Bureau Serving Metropolitan New York; and Jeffrey A. Greenbaum, Chair of the Consumer Affairs Committee of the Association of the Bar of the City of New York.

Topics to be discussed at the workshop include:

- The Ins and Outs of Ad Substantiation
- The Bottom Line on Fine Print: Effective Disclosures in Advertising
- Rebates, “Free” Offers, and Other Product Promotions
- DOT.COMpliance: Special Considerations for E-tailers
- BBBOnline's Reliability and Privacy Seal Programs
- Common Advertising Mistakes – and How Experienced Practitioners Prevent Them
- The Role of Network Clearance
- The National Advertising Division: Resolving Disputes Without Litigation

This event is open to the public and is free for government employees. There is a registration fee of \$20 for general admission and \$15 for members of the Better Business Bureau Serving Metropolitan New York. Continental breakfast and a CD-ROM of all workshop materials are included. Seating is limited, so visit <http://www.ftc.gov/nyadseminar> for registration information.

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